



***VA Office of Connected Care***

# Brand Guidelines

February 2022

**VA**



**U.S. Department of Veterans Affairs**  
Veterans Health Administration  
Office of Connected Care

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# Introduction

# The Branding Guide

This guide is intended to help the U.S. Department of Veterans Affairs Office of Connected Care, and those who promote its services, present a trustworthy brand and provide consistent positioning for Connected Care's offerings.

## Here you'll find:



Tips on communicating to a variety of audiences and stakeholders: Veterans, caregivers, VA providers, VA staff members, Congress, and the general public.



Illustrations of the types of collateral that Connected Care creates, and guidance on creating new materials.



An overview of Connected Care's programs.



Design do's and don'ts to ensure a consistent brand.

## Additional Support

Before you begin preparing communication material, reach out to the Connected Care Communications team. The team can point you to numerous resources, images, and products available for your use and can provide support and insight on developing materials.

For any questions about Connected Care communications or for support in developing collateral, contact Director of Communications Treva Lutes at [treva.lutes@va.gov](mailto:treva.lutes@va.gov) or the Connected Care Communications team at [VHA10P8communications@va.gov](mailto:VHA10P8communications@va.gov).



# Who We Are

## ***Office of Connected Care***



The Office of Connected Care focuses on improving health care through technology by engaging Veterans and VA care teams outside of traditional health care visits. By bringing together VA digital health technologies under one umbrella, Connected Care is enhancing health care coordination across VA and supporting Veterans' participation in their care.





## What We Do

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### **Our Mission**

We deliver high-quality, Veteran-centered care; optimize individual and population health; advance health care that is personalized and proactive; and enhance the health care experience through virtual modalities of care.

### **Our Vision**

We enhance the Veteran experience through access to virtual technologies that effectively integrate into the daily lives of Veterans and VA staff.



# How We Do It

## Connecting Veterans With Care ...

### Through access:

- **We expand** Veteran access to care by using virtual health technologies to reduce barriers such as long travel times to facilities or lack of transportation.
- **We believe** in convenience for Veterans, so we offer high-quality care that integrates into Veterans' daily lives through mobile devices, telehealth modalities, and online patient portals.
- **We prioritize** the Veteran and provider experience, making care convenient, personalized, and untethered to the traditional doctor's office.
- **We develop** new technologies, launch test initiatives, and gather feedback from Veterans to improve processes and better meet Veteran needs.

### Through collaboration:

- **We encourage** collaboration among stakeholders through virtual health technologies that connect diverse groups that play important roles in providing care.
- **We give** caregivers the tools they need to play a key role in their Veterans' care, whether this means giving caregivers access to medical records or enabling them to join a video appointment.
- **We enable** providers to meet virtually to share information and develop inclusive, better-informed care plans for Veterans.
- **We help** specialists deliver expert knowledge to Veterans and other providers.

### Through choice:

- **We provide** Veterans with options for how, when, and where they receive care through Connected Care services.
- **We empower** Veterans with programs that enable them to play an active role in their care, whether that's through messaging their provider, requesting appointments, or accessing their medical records.
- **We offer** digital tools that provide peace of mind for Veterans and their family members and caregivers by allowing easy access to information such as test results and prescription details.



# Brand Hierarchy



U.S. Department  
of Veterans Affairs

*Office of*  
**CONNECTED  
CARE**







# Communicating the Brand

# Voice and Tone

## Communications promoting Connected Care offerings should:

- Provide a high-level understanding of the benefits and features of virtual care technologies while encouraging additional learning.
- Highlight care that is tailored to the unique needs of Veterans.
- Help providers understand the value that the adoption of virtual care technologies has for supporting Veterans.

### Our voice is:

- Direct
- Authoritative
- Approachable
- Friendly
- Flexible

### Without being:

- Pushy
- Rigid
- Unrefined
- Forward
- Unfocused

# Editorial Guidelines

## Know Your Audience

Identify your audience and keep your communication geared toward that group. Well-crafted communications materials speak to the targeted audience, not a general audience.

## Keep It Short and Simple

Content should be easy to understand and to the point.

## Highlight the Human Connection

Stories and content should show the unique relationships between Veterans and our program offices. For instance, stories can showcase how Connected Care services often involve Veterans working with others who have served.

## Use a Conversational Tone

Communicate as if you're talking with your audiences in person.

# Style and Usage: VA Parent Brands

## The VA parent signature is a core design element of the primary VA brand.

The horizontal version of this signature should be used in referring to a program office or product in the Connected Care brand hierarchy.



Product examples include program office posters, flyers, brochures, and wallet cards.

## The Connected Care seal should be the primary signature on office-level communications.

These communications include corporate documentation, letterhead, presentation decks, and email newsletters.



For further guidance on using the Connected Care seal and logo, see the guidelines in the Office of Connected Care section, on [Page 25](#).

## References to the U.S. Department of Veterans Affairs:

- The full title is the “U.S. Department of Veterans Affairs” (no apostrophe).
- The full title should be used on the first or second reference to the department in a communication.
- Subsequent references to VA can use either “VA” or “the department.”
- Do NOT use “the” before “VA” in most uses.
  - Correct: “VA announced today ...”
  - Incorrect: “The VA announced today ...”



# Style and Usage: Key Terms

**Note:** The following list contains terms that are common in VA and Connected Care communications. For more complete guidance on style and usage, *contact the Connected Care Communications team*.

Term	Style Guidance
app	Lowercase, except when part of product name; use “app,” not “applications,” when speaking of software applications <b>Note:</b> For the correct names of active VA apps, see the <a href="#">VA App Store</a> .
asynchronous	Lowercase, except in modality name “Asynchronous Telehealth.”
caregiver	One word, lowercase.
clinical pathway	Two words, lowercase.
clinician	Lowercase.
email	Lowercase, no hyphen.
FAQ	As shown (stands for “frequently asked questions”); do not add “s” in reference to a single set of questions.
Facility Telehealth Coordinator	Initial cap.
health care	Two words, not initial capped as generic term; if part of a proper name, initial cap and defer to given entity’s practice on showing as one word or two.
homepage	One word, lowercase.
My HealtheVet	Two words, with a capital “M,” “H,” and “V”; italicize and bold the “e” before “Vet.” <b>Note:</b> The “e” before “Vet” is not stylized in web content.
Office of Connected Care	Full title used on first reference; subsequent references to the office can use “Connected Care” (initial capped); do not abbreviate as “OCC.”
online	One word, lowercase, not hyphenated.
provider	Lowercase.
service-disabled	Hyphenate.
Service member	Two words, with a capital “S.”



# Style and Usage: Key Terms (cont.)

Term	Style Guidance
Soldier, Seamen, Airmen, Reserve members, and Guard members	Initial cap.
subject matter expert	Three words, lowercase.
synchronous	Lowercase, except in the modality name “Synchronous Telehealth.”
telehealth	Lowercase as generic term; capitalize only in reference to specific program offices or product names.
Telehealth Master Preceptor	Three words, with capital a “T,” “M,” and “P”; the full term is preferred to short forms.
Telehealth Preceptor	Two words, with capital “T” and “P”; the full term is preferred to short forms.
telepresenter	Lowercase, not hyphenated.
teleprovider	Lowercase, not hyphenated.
telespecialty	Lowercase, not hyphenated. <b>Note:</b> When referring to a specific specialty, capitalize the “T” in “tele,” as well as the first letter of the specialty name (for example, “TelePodiatry”).
teletriage	One word, lowercase, not hyphenated.
VA care team	Lowercase.
VA Central Office	Initial cap; “Central Office” acceptable on follow-up references.
Veteran	Initial cap in all uses; do not use the phrase “our Veterans.”
Veteran-owned	Hyphenated, with capital “V.”
Veterans in rural areas	Or “Veterans living in rural areas”; never “rural Veterans.”
virtual care	Two words, lowercase.
VISN Lead	Initial cap.
website; webpage	Each one word, lowercase.
woman Veterans	Not “female Veterans.”



# Core Brand Elements

# Color Palette

This is the official Connected Care color palette. Avoid deviating from the core set of color palettes, although tints are acceptable to accommodate accessibility.

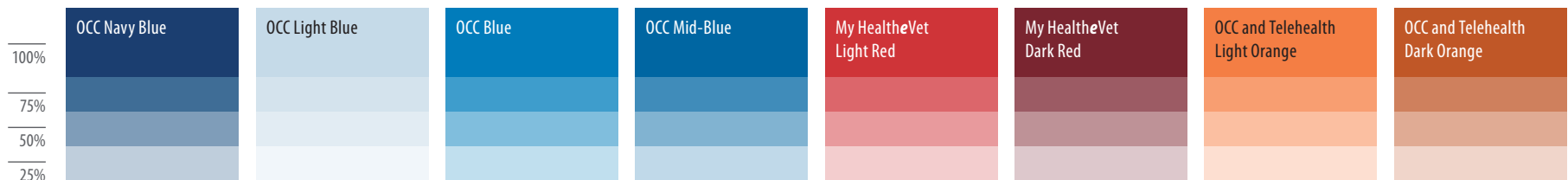
- The Connected Care color hierarchy creates consistency across the program offices with focused distinctions for individual programs.
- Each of the brands pulls from the Connected Care primary palette, which includes navy, blue, and orange, with gray as a neutral color to align all the brands.
  - My HealtheVet features red elements, along with the primary palette blues. See [Page 31](#) for more information.
  - VA Telehealth, with its related initiatives, features navy and blue as priority colors and pulls from Connected Care's orange elements as its accent. See [Page 36](#) for more information.
  - VA Mobile takes its primary accent cues from the individual technologies (e.g., VA Health Chat's yellow, or VA Health Hub's green). See [Page 43](#) for more information.

	Priority Colors Relevant to all brand and sub-brands			Accent Colors Relevant to individual brand and sub-brands		
Primary Palette	OCC Navy Blue	OCC Light Blue OCC Blue OCC Mid-Blue	OCC Light Orange OCC Dark Orange	My HealtheVet Light Red My HealtheVet Dark Red	Telehealth Light Orange Telehealth Dark Orange	VA Mobile accent colors are pulled from the individual apps represented OR the neutral palette. See pages 43 and 50 for additional details.
Neutral Palette	OCC Dark Gray OCC Mid-Gray OCC Light Gray					
Secondary Palette					Telehealth Dark Purple Telehealth Light Purple Telehealth Dark Teal Telehealth Light Teal Telehealth Dark Green Telehealth Light Green Telehealth Dark Yellow Telehealth Light Yellow	

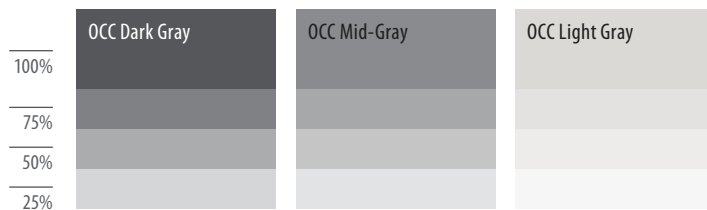
# Tints

To maintain true to our brand's color story while providing flexibility, we use tints as indicated below. The use of tints based on our primary, neutral, and secondary palettes creates versatility and cohesiveness across platforms and in print, online, and in video formats. Please be careful to not substitute our brand colors for similar colors in the color spectrum.

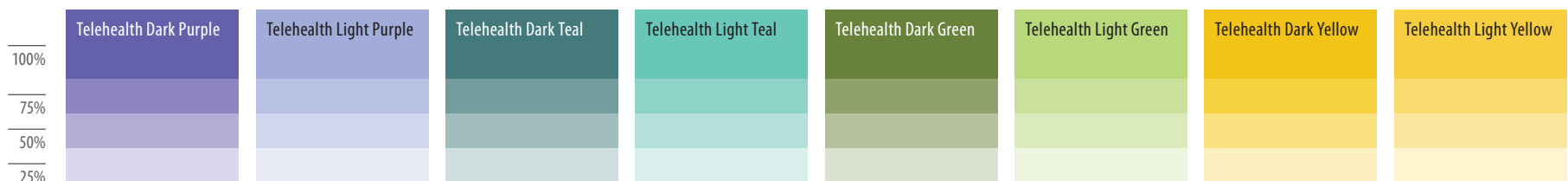
## PRIMARY PALETTE



## NEUTRAL PALETTE



## SECONDARY PALETTE (ACCENT COLORS)







# 508 Compliance: Color Contrast Relationships (Text)

This graphic illustrates the brand color combinations that enable sufficient color contrast to pass the 508 compliant Web Content Accessibility Guidelines (WCAG) 2.0 AA standard.

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

OCC Navy on OCC Light Blue  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

OCC Navy on OCC Light Gray  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

White on OCC and Telehealth Dark  
Orange background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

White on OCC Dark Gray background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

White on Telehealth Dark Purple  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

White on Telehealth Dark Teal  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

White on My HealtheVet Light Red  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

White on My HealtheVet Dark Red  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

OCC Navy on Telehealth Light Purple  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

OCC Navy on Telehealth Light Teal  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

Black on Telehealth Dark Green  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

OCC Navy on Telehealth Light Green  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

Black on Telehealth Dark Yellow  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

OCC Navy on Telehealth Light Yellow  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

OCC Navy on White background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

OCC Mid-Blue on White background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

OCC and Telehealth Dark Orange on  
White background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

OCC Dark Gray on White background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

My HealtheVet Light Red on White  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

Telehealth Dark Purple on White  
background

## El Moloria Nimint

Mos untotat et aut  
liquam, ipienihit  
veliqui dolupti.

Telehealth Dark Teal on White  
background

# Typographic Styling

Primary Font Family

## Myriad Pro Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*+=+,-<?;

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*+=+,-<?;

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%&\*+=+,-<?;**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*+=+,-<?;

Default System Font Family

## Arial Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*+=+,-<?;

Calibri is the default font for Connected Care branded products used in Microsoft Office Suite.

## Heading 1

Myriad Pro / Light / OCC Navy Blue

## Heading 2

Myriad Pro / Bold / OCC Navy Blue

## Heading 3

Myriad Pro / Bold / OCC Navy Blue

## Heading 4

Myriad Pro / Bold / OCC Navy Blue

## Body

Myriad Pro / Light / Black

- Unordered List (Level 1)

Myriad Pro / Light / Black / Bullet: OCC Blue

- Unordered List (Level 2)

Myriad Pro / Light / Black / Bullet: OCC Blue

1. Numbered List (Level 1)

Myriad Pro / Light / Black

## Callout

Myriad Pro / Light

## Emphasis

Myriad Pro / Bold

## Hyperlinks

Myriad Pro / Bold Italic / OCC Navy Blue

My Health<sup>e</sup>Vet

Emphasis on “e”

## ***Taking charge of your health — one text at a time.***

For detailed instructions, visit Annie online:

***[mobile.va.gov/annie](https://mobile.va.gov/annie)***

Sample Call to Action and URL combination

# Textures

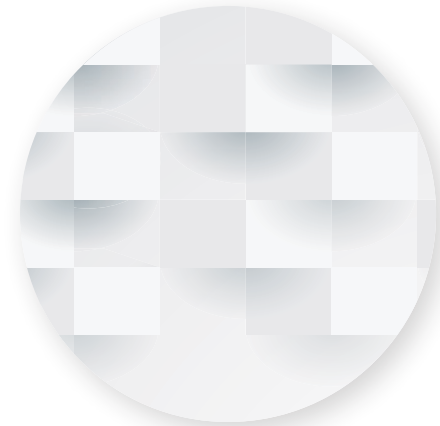
The Connected Care brand features three texture types for the various program offices. The Molecular Bubble is the overarching pattern. In instances when deliverables for program offices are crossbranded or used in conjunction with one another, the Molecular Bubble pattern should be used.



OCC and My Health eVet Molecular Bubble pattern



VA Telehealth Digital Sound Wave pattern



VA Mobile Gradient Chiclet pattern



# Iconography

Icons are useful to represent key messages in our content. They can be used alongside additional illustration and live photography, or without.

The primary icon style features OCC Light Blue with OCC Navy Blue stroked illustrations. These can be used for both Connected Care and VA Telehealth.

VA Mobile icons take accent cues from the individual technologies.

My Health<sup>e</sup>Vet icons are not enclosed and use OCC Blues and My Health<sup>e</sup>Vet Reds.

Office of  
CONNECTED  
CARE

VA Telehealth

VA Mobile

My health<sup>e</sup>vet

**Example:** The color of VA Health Chat's app icon influences the accent colors of the accompanying iconography.





# Photography

## Appropriate

Images should be appropriate for the type of collateral and the intended audience and should be specific to the communication's content.

## Diverse

Images should show diversity in age, gender, and ethnicity to represent the many audiences we support.

## Current

The high quality of care that Connected Care provides is enhanced by leading-edge technology. This state-of-the-art approach should be reflected in relevant, up-to-date photos.

## Authentic

Images should show real people who represent the community of Veterans, caregivers, and providers who engage with VA. Use stock photography only when necessary.

## Accurate

Be sure that images are true to life. Have a subject matter expert review the accuracy of their content. For example, military uniforms should be correct and appropriate, and depictions of tool or "technology" use in clinical settings should be accurate.

## Natural

Avoid using images that look staged or posed. Photos that showcase real-life situations are more likely to resonate with audiences.

## High Quality

To ensure a consistent, professional appearance, use high-resolution images to avoid pixelation. For print materials, images should have a minimum resolution of 300 dpi. For web materials, images should be 72 dpi.



# Sub-Brand Elements





# *Office of* **CONNECTED CARE**

The Office of Connected Care comprises three program offices  
— My HealtheVet, VA Telehealth Services, and VA Mobile —  
that encourage Veterans' participation in their health care by  
enhancing their access to digital technology services.

# Logo Use and Rules

The VA Office of Connected Care logo is the primary visual representation of the brand. A secondary representation is the Office of Connected Care text treatment.

## Clear Space

To ensure legibility and consistency, a space equal to half the height of the VA seal should surround the entire VA Office of Connected Care logo.

In the Office of Connected Care text treatment, a minimum clear space equivalent to the height of the first “C” in “Connected” should be maintained in all applications.

## Size and Proportionality

The minimum size for the primary Connected Care logo is 0.5 inches high. In resizing the logo, maintain its proportions to avoid altering its appearance.

## When To Use the Primary Logo or the Connected Care Text Treatment

The primary logo should be used on all Connected Care documentation and collateral. The black-and-white version of this logo should be used only when there are restrictions on background colors.

The text treatment can be used in conjunction with the primary logo for letterheads, promotional material, web graphics, and informal graphics, as applicable.

### PRIMARY LOGO



“X” illustrates the minimum amount of clear space that should be used around the logo and typography at all times.

### TEXT TREATMENT



### KNOCKOUT VERSIONS



# Color Palette



## PRIMARY PALETTE

<b>OCC Navy Blue</b> PMS: 541 CMYK: 100, 58, 9, 42 RGB: 0, 63, 114 HEX: 003f72	<b>OCC Light Blue</b> PMS: 545 CMYK: 21, 7, 4, 0 RGB: 197, 217, 231 HEX: c5d9e7	<b>OCC Blue</b> PMS: 7461 CMYK: 98, 24, 1, 3 RGB: 0, 131, 190 HEX: 0083be	<b>OCC Mid-Blue</b> PMS: 641 CMYK: 100, 53, 21, 4 RGB: 0, 101, 161 HEX: 0065a1	<b>OCC Light Orange</b> PMS: 1575 CMYK: 0, 51, 77, 0 RGB: 255, 127, 50 HEX: ff7f32	<b>OCC Dark Orange</b> PMS: 7584 CMYK: 19, 77, 100, 7 RGB: 191, 86, 39 HEX: bf5627
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## NEUTRAL PALETTE

<b>OCC Dark Gray</b> PMS: Cool Gray 11 CMYK: 66, 57, 51, 29 RGB: 84, 86, 90 HEX: 54565a	<b>OCC Mid-Gray</b> PMS: Cool Gray 8 CMYK: 49, 40, 38, 4 RGB: 137, 138, 141 HEX: 898a8d	<b>OCC Light Gray</b> PMS: Cool Gray 1 CMYK: 14, 11, 12, 0 RGB: 217, 216, 214 HEX: d9d8d6
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## 508-COMPLIANT COLOR COMBINATIONS (WCAG 2.0 AA)





# Collateral in Action



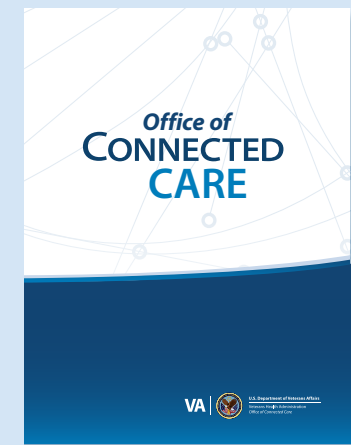
EMAIL BANNER



BINDER TABS



FOLDER

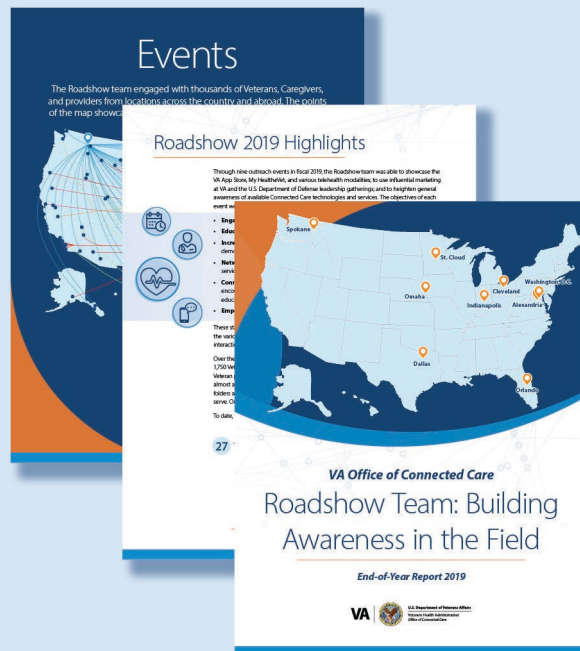




# Collateral in Action (cont.)

Office of  
**CONNECTED  
CARE**

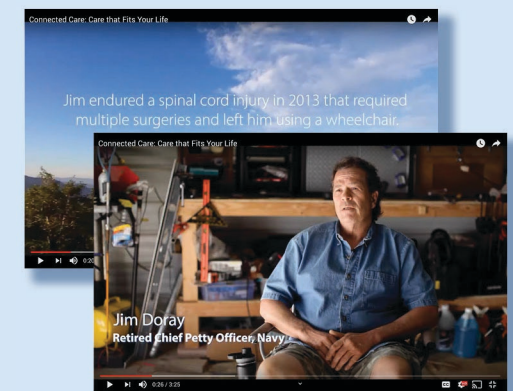
## SAMPLE REPORT



## FACT SHEET



## VIDEO



## PRESENTATION TEMPLATE

## SOCIAL MEDIA







**My HealtheVet is VA's Veteran-facing website. In its more than 15 years of existence, My HealtheVet has offered Veterans, Service members, and their dependents and caregivers anytime access to VA health care information and services through an easy-to-use online personal health record.**



# Logo Use and Rules

The My HealthVet logo is the primary visual representation of the brand and should be included in all marketing communications.

## Clear Space

To ensure legibility and consistency, a minimum clear space equivalent to the height of “My” in the My HealthVet logo should be maintained in all applications.

## Size and Proportionality

The minimum height for the My HealthVet logo is 0.5 inches. In resizing the logo, maintain its proportions to avoid altering its appearance.

PRIMARY LOGO



KNOCKOUT VERSION



# Color Palette



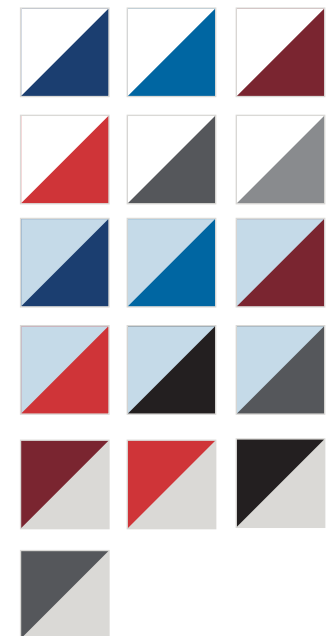
## PRIMARY PALETTE

<b>OCC Navy Blue</b> PMS: 541 CMYK: 100, 58, 9, 42 RGB: 0, 63, 114 HEX: 003f72	<b>OCC Light Blue</b> PMS: 545 CMYK: 21, 7, 4, 0 RGB: 197, 217, 231 HEX: c5d9e7	<b>OCC Blue</b> PMS: 7461 CMYK: 98, 24, 1, 3 RGB: 0, 131, 190 HEX: 0083be	<b>OCC Mid-Blue</b> PMS: 641 CMYK: 100, 53, 21, 4 RGB: 0, 101, 161 HEX: 0065a1	<b>My HealthVet Light Red</b> PMS: 1797 CMYK: 10, 100, 100, 10 RGB: 198, 38, 46 HEX: c4262e	<b>My HealthVet Dark Red</b> PMS: 188 CMYK: 30, 100, 70, 30 RGB: 121, 36, 47 HEX: 79242f
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## NEUTRAL PALETTE

<b>OCC Dark Gray</b> PMS: Cool Gray 11 CMYK: 66, 57, 51, 29 RGB: 84, 86, 90 HEX: 54565a	<b>OCC Mid-Gray</b> PMS: Cool Gray 8 CMYK: 49, 40, 38, 4 RGB: 137, 138, 141 HEX: 898a8d	<b>OCC Light Gray</b> PMS: Cool Gray 1 CMYK: 14, 11, 12, 0 RGB: 217, 216, 214 HEX: d9d8d6
---	---	---

## 508-COMPLIANT COLOR COMBINATIONS (WCAG 2.0 AA)







# Collateral in Action

[Search](#) | [About](#) | [Contact](#)

[Home](#) | [Personal Information](#) | [Pharmacy](#) | [Get Care](#) | [Track Health](#) | [Research Health](#) | [MHV Community](#)

[Login](#) | [Register](#)

**Pharmacy**

Refill your VA prescriptions, track delivery, view a list of your VA medications and other details.

[Read More](#)

**Appointments**

Keep track of your upcoming VA medical appointments and get email reminders.

[Read More](#)

**Messages**

Communicate securely online with your VA health care team and other VA staff about non-emergency information or questions.

[Read More](#)

**Health Records**

View, print, or download a copy of your VA medical record information, or enter your own health information.

[Read More](#)

**Resources**

[Benefits](#)

[Veterans Health Library](#)

[Community](#)

[Mental Health](#)

[Healthy Living](#)

[Health Living Assessment](#)

**In the Spotlight**

**Mammograms Can Save Your Life**

October is Breast Cancer Awareness Month, a perfect reminder to get your mammogram. Most women Veterans receive mammograms through VA. Discover more about mammograms and how VA and My HealthVet can help.

[View »](#)

**Delivering Care to Rural Veterans**

Join VA's Office of Connected Care and Veterans of Foreign Wars on Friday, October 11, at 12 p.m. ET for a Facebook Live event - Delivering Care to Rural Veterans When and Where It's Needed.

[View »](#)

**Six Ways Yoga Can Help You**

Yoga helps improve flexibility, strength, and balance. Yoga was developed thousands of years ago in India as a system of well-being, including physical, mental, emotional, and spiritual levels. Discover how you can start practicing yoga with help from VA.

[View »](#)

**Avoid the Pain of Shingles**

Did you know that anyone who has recovered from chickenpox can develop shingles? Shingles is a painful infection that should be treated immediately. Quick treatment with an antiviral drug decreases the severity and length of time of acute pain.

[View »](#)

**Schedule or Cancel a VA Appointment**

**Veterans Crisis Line**

1-800-273-8255 PRESS 1

**VA Mobile Apps**

**Upgrading to a Premium Account**

If you are a Veteran and use the VA health care system, then a Premium My HealthVet Account is for you. To upgrade your account, you need to be authenticated. [What you need to know »](#)

## FACT SHEET

**Put a Premium on Your Health**

My HealthVet, VA's online patient portal, gives you the information to understand and manage your VA care.

With a free My HealthVet Premium account, you can access the full suite of My HealthVet tools and services securely online.

**Access your VA health records.**  
View, download, and print health information, reports, and images from your VA medical record.

**Manage your VA appointments.**  
View, schedule, and cancel appointments and join video visits using the VA Appointments tool.

**Protect your account with more security.**  
My HealthVet Premium accounts feature the most up-to-date security protection.

**Send secure messages to your VA care team online.**  
Ask your VA health care team or other VA staff members health questions, request referrals, and send updates on your condition.

**View your military service information.**  
Access U.S. Department of Defense Military Service Information, including service and deployment dates, military occupational specialty (MOS) codes, and more.

**Getting Started with My HealthVet Premium**

My HealthVet Premium accounts are free and registering for an account is simple.

If you are new to My HealthVet, click on the [myhealth.va.gov/register](#) link to create a new account.

If you are a My HealthVet user, you may already have a Premium account. Check to ensure a Premium account is linked to your name.

New and existing users can upgrade to Premium in person or online.

**Upgrade in Person**  
by bringing your government-issued photo ID to your VA facility

**Upgrade Online**  
by using a sign-in partner (DS Logon or C-Net) on the My HealthVet website.

For more information, contact the My HealthVet Coordinator at your local VA facility.

Learn More  
[myhealth.va.gov/premium](#)

## POSTER

**Put a Premium on Your Health**

My HealthVet, VA's online patient portal, gives you the information to understand and manage your VA care.

With a free My HealthVet Premium account, you can access the full suite of My HealthVet tools and services.

**Access your VA health records.**  
View, download, and print health information, reports, and images from your VA medical record.

**Send secure messages to your VA care team online.**  
Ask your VA care team nonurgent health questions, request referrals, and send updates on your condition.

**View your military service information.**  
Access U.S. Department of Defense Military Service Information, including service and deployment dates, military occupational specialty (MOS) codes, and more.

**Manage your VA appointments.**  
View, schedule, and cancel appointments and join video visits using the VA Appointments tool.

My HealthVet Premium accounts are free and registering for an account is simple.

**Register in Person**  
by bringing a valid government-issued photo ID to a VA facility

**Register Online**  
by using a sign-in partner (DS Logon or ID.me)

Learn More  
[myhealth.va.gov/premium](#)

## WALLET CARD

**Put a Premium on Your Health**

Access the full suite of My HealthVet tools and services with a My HealthVet Premium account.

**VA** U.S. Department of Veterans Affairs

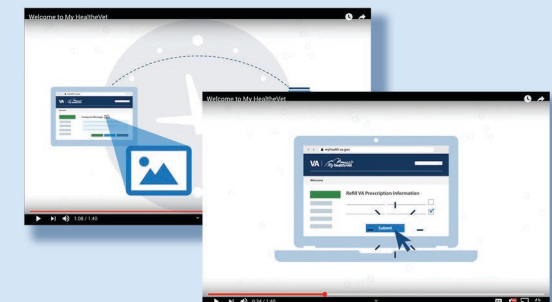
**With a Premium account, you can:**

- Access VA health records
- Securely message your VA health care team
- Manage VA appointments

Getting a Premium account is free and easy — in person or online.

Learn more at  
[myhealth.va.gov/premium](#)

## VIDEO ANIMATION





# Collateral in Action (cont.)

BROCHURE



FLYER



WEB BANNER



WALLET CARD





**VA Telehealth Services is a pioneer in digital health services for Veterans. Whether services are delivered in the home, the clinic, or the hospital, VA telehealth technologies make it easier for Veterans to connect with their VA care teams and share important health information, especially for Veterans who live far away from VA care facilities.**



# Logo Use and Rules

The VA Telehealth logo is the primary visual representation of the brand and should be included in all marketing communications.

## Clear Space

To ensure legibility and consistency, a minimum clear space equivalent to the height of the **globe** in the VA Telehealth logo should be maintained in all applications.

## Size and Proportionality

The minimum height for the VA Telehealth logo is 0.375 inches. In resizing the logo, maintain its proportions to avoid altering its appearance.

PRIMARY LOGO



KNOCKOUT VERSION







# Color Palette

## PRIMARY PALETTE

<b>OCC Navy Blue</b> PMS: 541 CMYK: 100, 58, 9, 42 RGB: 0, 63, 114 HEX: 003f72	<b>OCC Light Blue</b> PMS: 545 CMYK: 21, 7, 4, 0 RGB: 197, 217, 231 HEX: c5d9e7	<b>OCC Blue</b> PMS: 7461 CMYK: 98, 24, 1, 3 RGB: 0, 131, 190 HEX: 0083be	<b>OCC Mid-Blue</b> PMS: 641 CMYK: 100, 53, 21, 4 RGB: 0, 101, 161 HEX: 0065a1	<b>OCC Light Orange</b> PMS: 1575 CMYK: 0, 51, 77, 0 RGB: 255, 127, 50 HEX: ff7f32	<b>Telehealth Dark Orange</b> PMS: 7584 CMYK: 19, 77, 100, 7 RGB: 191, 86, 39 HEX: bf5627
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## NEUTRAL PALETTE

<b>OCC Dark Gray</b> PMS: Cool Gray 11 CMYK: 66, 57, 51, 29 RGB: 84, 86, 90 HEX: 54565a	<b>OCC Mid-Gray</b> PMS: Cool Gray 8 CMYK: 49, 40, 38, 4 RGB: 137, 138, 141 HEX: 898a8d	<b>OCC Light Gray</b> PMS: Cool Gray 1 CMYK: 14, 11, 12, 0 RGB: 217, 216, 214 HEX: d9d8d6
---	---	---

## SECONDARY PALETTE (ACCENT COLORS)

<b>Telehealth Dark Purple</b> PMS: 2725 CMYK: 70, 70, 0, 0 RGB: 100, 93, 198 HEX: 655dc6	<b>Telehealth Light Purple</b> PMS: 2716 CMYK: 36, 27, 0, 0 RGB: 158, 173, 229 HEX: 9eade5	<b>Telehealth Dark Teal</b> PMS: 7475 CMYK: 76, 38, 47, 11 RGB: 68, 121, 123 HEX: 44797b	<b>Telehealth Light Teal</b> PMS: 570 CMYK: 57, 0, 34, 0 RGB: 102, 201, 186 HEX: 66c9ba
<b>Telehealth Dark Green</b> PMS: 575 CMYK: 62, 32, 96, 14 RGB: 104, 129, 60 HEX: 68813c	<b>Telehealth Light Green</b> PMS: 366 CMYK: 32, 0, 68, 0 RGB: 181, 220, 121 HEX: b5dc79	<b>Telehealth Dark Yellow</b> PMS: 7406 CMYK: 6, 22, 100, 0 RGB: 243, 195, 0 HEX: f3c300	<b>Telehealth Light Yellow</b> PMS: 129 CMYK: 4, 17, 87, 0 RGB: 245, 206, 62 HEX: f5ce3e

Telehealth accent colors: The tertiary VA Telehealth brand is inspired by the VA parent branding guidelines to accommodate additional needs across the Telehealth suboffices (e.g., Connected Care Academy, Quality and Training Division).

## 508-COMPLIANT COLOR COMBINATIONS (WCAG 2.0 AA)



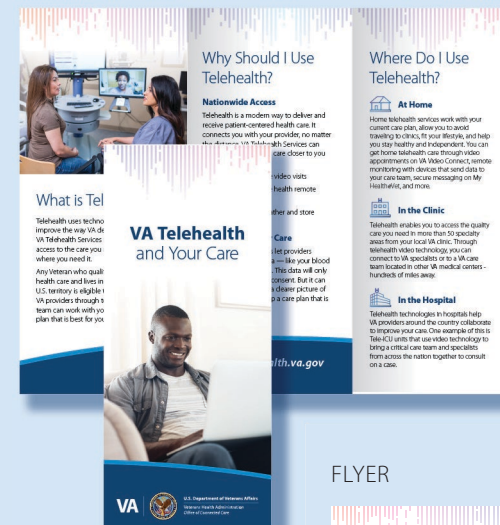
# Collateral in Action



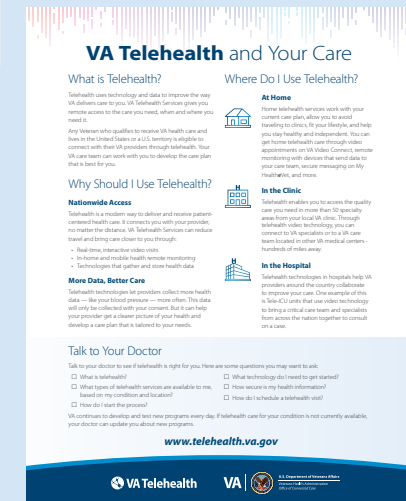
The screenshot shows the VA Telehealth Services website. At the top is the VA logo and navigation links. The main heading is "Welcome to VA Telehealth Services". Below this is a large image of a healthcare provider interacting with a patient. The text states: "VA Telehealth Services is changing the way Veterans access VA quality care. From your home, the clinic or the hospital, telehealth technologies make it easier for you to connect with your care team and share important health information."

The website is divided into three sections: "At Home", "In the Clinic", and "In the Hospital". Each section includes a brief description of the service and a "How it works" link. Below these sections is a "How Can Telehealth Support You?" section with a "What to ask your doctor" link. At the bottom, there are two testimonials from Arturo Santiago and Dr. Leonie Heyworth, followed by a "How VA Telehealth Works" section with a "See How It Works" link.

## BROCHURE



## FLYER



# Collateral in Action (cont.)



## FLYER

**ATLAS**  
Offering Veterans VA Care  
Closer to Home

ATLAS (Accessing Telehealth through Local Area Stations) makes Department of Veterans Affairs (VA) health care easier for Veterans like you to access by establishing convenient locations for you to receive VA care, reducing obstacles such as long travel times to appointments and poor internet connectivity at home.

As part of ATLAS, VA has teamed up with public and private organizations — including **Walmart, Philips, The American Legion, and Veterans of Foreign Wars (VFW)** — to offer comfortable, private spaces at select locations for you to have video appointments with your VA providers.

**Video Telehealth Services at ATLAS Sites**

- ATLAS sites provide you with a **private appointment room** to meet with your VA provider.
- Using VA Video Connect, you can connect with your VA provider through **secure, real-time video**.
- **Internet connectivity and telephone capabilities** are available within appointment rooms.
- An **on-site attendant** is available at ATLAS sites to guide you through the process of connecting with your VA provider.
- **Clinical services** offered at ATLAS sites may include primary care, mental health counseling, clinical pharmacy, nutrition services, social work, and more.

To learn more about ATLAS, visit  
[connectedcare.va.gov/partners/atlas](https://connectedcare.va.gov/partners/atlas)

VA Telehealth VA U.S. Department of Veterans Affairs

## EMAIL BANNER

**VVC STRONG PRACTICES**

VA Telehealth VA U.S. Department of Veterans Affairs

## FACT SHEET

**VA Telehealth Services**

**INCREASING ACCESS**

Operating the nation's largest health care system, the U.S. Department of Veterans Affairs uses a wide variety of technologies to ensure excellence in care delivery. As new technologies revolutionize health care, VA is at the forefront of this change through its recognized world leadership in developing and using telehealth. Telehealth services are mission-critical to the future direction of the care VA delivers to Veterans.

Telehealth increases access to high-quality health care services by using information and telecommunication technologies to provide health care when the patient and the practitioner are separated by significant geographical distances. VA is committed to increasing access to care for Veterans and has placed special emphasis on serving those in rural and remote locations.

**Telehealth is Transformational**

Telehealth is one of VA's transformational initiatives, aimed at ensuring that care is convenient, accessible, and patient-centered. In fiscal 2019, 15% of Veterans who received care in VA received care through telehealth.

Telehealth in VA provides mission-critical services that help Veterans live independently in their own homes and communities. VA providers and patients determine together which telehealth services are both available in the patient's location and clinically appropriate for the patient to opt into. Participation in telehealth is fully voluntary, and Veterans can always elect to receive traditional in-person care instead of telehealth care.

**Telehealth is Robust and Sustainable**

Telehealth is an effective and convenient way for patients to receive, and for clinicians to provide, VA care. VA has implemented national telehealth quality and training resources to ensure local service from more than 900 VA locations and in over 50 specialty areas of care.

**Synchronous Telehealth**

The use of telehealth to enable Veterans to see their primary care health care providers remotely, but in real time. Appointment types include simple videoconferencing between Veterans and providers, as well as use of sophisticated technology by trained technicians to give remote providers data and views of the patient similar to what they'd get in face-to-face visits. Veterans may receive care at a clinic, at home, or at another non-VA location.

**Asynchronous Telehealth**

Use of technology to acquire and store clinical information (e.g., data, images, and sounds), which is then forwarded to, or retrieved by, a provider at another location for later review. This means that patients and the provider *do not* only *don't* need to be present at the same location, but also *don't* need to be present at the same time. Asynchronous Telehealth enables provision of consultative care such as dermatology and eye checkups for diabetic retinopathy.

**Remote Patient Monitoring - Home Telehealth**

A program in which Veterans, with chronic conditions (e.g., hypertension or diabetes) receive care, and care management coordination of care, through health informatics, disease management, and technologies such as in-home mobile monitoring, messaging, and video. The goal is to improve clinical outcomes and access to care while reducing complications, hospitalizations, and clinic or emergency room visits for Veterans.

**More than 135,000 Veterans were enrolled in RPM - HT, 35% of these Veterans live in rural areas.**

In addition, in fiscal 2019, over **80,800 telehealth trainings** were completed, and more than **44,300 staff members** attended at least one training session. Telehealth training for VA physicians and other clinicians is typically completed virtually.

Telehealth also supported emergency relief efforts after hurricanes Harvey, Irma, and Florence. VA is continuing to employ telehealth to ensure the execution of VA's Fourth Mission to improve the nation's preparedness to respond to war, terrorism, national emergencies, and natural disasters.

**Improved patient outcomes decreased use of inpatient care in fiscal 2019:**

- Veterans enrolled in RPM - HT had a 53% decrease in VA bed days of care and a 33% decrease in VA hospital admissions.
- Mental health services provided through synchronous Telehealth Health reduced acute psychiatric VA bed days of care by 40% and VA hospital admissions by 34%.

The following percentages of Veterans reported being satisfied or very satisfied with the care they received via telehealth: for Synchronous Telehealth, 90% (report provided at time of appointment); for Synchronous Telehealth (home/mobile app), 91% (report provided at time of appointment); for Asynchronous Telehealth, 90%; and for RPM - HT, 89%.

Learn more at:  
[www.telehealth.va.gov](https://www.telehealth.va.gov)

**VA Telehealth VA U.S. Department of Veterans Affairs**

**Veterans Receiving Telehealth**

Legend: Remote Patient Monitoring (RPM), Asynchronous (AP), Synchronous (SP)



# Collateral in Action (cont.)



U.S. Department of Veterans Affairs  
Veterans Health Administration  
Office of Connected Care

Connected Care Academy Communities Library Direct User Homepage Resource Library System Admin

Audiology Community Audiology

## MODALITY

### Asynchronous Store and Forward Telehealth Community

**Audiology Introduction**  
Teleaudiology services include the fitting and adjustment of hearing aids, aural rehabilitation groups and tinnitus groups. The focus is on delivering commonly occurring and high frequency patient encounters between two critical care sites.

**What's Important For This Specialty**  
This area of practice requires a knowledge of how to provide Veterans with optimal hearing health while mirroring the face-to-face encounter in a telehealth environment. This can include the identification, functional diagnosis/assessment, and non-medical treatment/management of auditory, vestibular, balance, and related impairments.

**Foundational Teleaudiology Resources**  
For basic information about Teleaudiology, please consult the following guidance documents and internet page:

- [Audiology Specialty Assessment](#)
- [Audiology Telehealth Coding Guidance](#)
- [Audiology Planning and Implementation Considerations](#)
- [Audiology VHA Teleaudiology Internet Page](#)

**ON THE GO?**  
Scan this with your VA or personal mobile device to access the Audiology Community while you are away from your VA computer.

**Telehealth Training Plans**  
For information about Telehealth Training Plans, select this link for [Telehealth Training Plans](#) or choose the link from the navigation menu at the left.

**Select Your Audiology Role(s)**  
Connected Care Academy makes it easy to enroll in the courses you need. On the platform, you can:

- Select the Audiology roles that are relevant to you. You can also update them at any time.
  - Asynchronous Teleaudiology Telepresenter
  - Synchronous Teleaudiology Telepresenter
  - Teleaudiology Provider
- View a list of the required and recommended courses for your role(s).
- See your enrollment and completion status for all courses.

**Telehealth Role Training Plan**  
You can automatically add all courses from a Training Plan to your Connected Care Academy profile, enroll in the course, and click directly into the training to complete them from the list below. Click the [Select/Change Role](#) to add or change your role.

**Other Courses:**

Course Name	Status
Asynchronous Teleaudiology Initial Ingestor Training Program - Aranc Silvestre (TMS ID: 409880)	In Progress
Asynchronous Teleaudiology Initial Ingestor Training Program - Clinical Photography (TMS ID: 409876)	In Progress
Asynchronous Teleaudiology Initial Ingestor Training Program - Paralele (TMS ID: 409882)	In Progress
Telepresenter Certificate Program (Fall 2021)	In Progress
Telepresenter Certificate Program (Spring 2022)	In Progress
Telepresenter Certificate Program (User Testing - Spring 2022)	In Progress

**Blackboard**  
© 1997-2021 Blackboard Inc. All Rights Reserved. U.S. Patent Nos. 7,493,294 and 7,555,833. Additional Patents Pending. Accessibility Information - Usability Alerts

## BLACKBOARD WEB BANNERS

**MODALITY**  
Asynchronous Store and Forward Telehealth Community

**EXTERNAL**  
Office of Academic Affiliations Community

**BUSINESS PROCESSES**  
Telehealth Foundational Resources Community

**SPECIALTY**  
Audiology Community

**PROGRAM**  
Telehealth Management Platform

**ROLE**  
Asynchronous TeleDermatology SFT Preceptors Community

**TECHNOLOGY**  
Annie App Community

# Collateral in Action (cont.)



## FLYERS

**Conectar a Veteranos con la atención de telesalud**

Muchos Veteranos están recurriendo a la telesalud para acceder a la atención del Departamento de Asuntos de Veteranos de los Estados Unidos. Pero para los Veteranos que viven en zonas rurales o para aquellos que pueden tener conectividad de banda ancha limitada, los servicios de telesalud del VA pueden ser de difícil acceso. Es por eso que VA está trabajando para cerrar esta brecha digital y asegurar que todos los Veteranos puedan acceder a la atención de telesalud VA.

**15%**  
El 15% de los hogares Veteranos no tienen conexión a Internet.  
*Comisión Federal de Comunicaciones, 2019*

**Consulta de división digital**  
Si se beneficiaría de servicios de telesalud de vídeo pero no tiene acceso a Internet o un dispositivo con capacidad de vídeo, Digital Divide Consult del VA puede ayudar. A través de la Consulta de Brecha Digital, un trabajador social podrá determinar su elegibilidad para recibir servicio de Internet o la tecnología necesaria para utilizar el programa de telesalud del VA. Para obtener más información acerca de digital divide consult, hable con su proveedor de VA.

**Dispositivos conectados a Internet VA**  
Si no tiene un dispositivo con acceso a Internet, VA puede prestarle un iPad conectado a Internet para que pueda comunicarse con su equipo de atención del VA a través de la telesalud. La Consulta de Brecha Digital puede ayudar a determinar si usted es elegible. Si participa en el Programa de Vivienda y Desarrollo Urbano – Programa de Vivienda de Apoyo VA de EE.UU., puede recibir un teléfono inteligente para la atención de telesalud si no tiene un teléfono móvil.

**Conectividad móvil gratuita para telesalud**  
AT&T, SafeLink by TracFone, T-Mobile, y Verizon ayudan a los suscriptores Veteranos evitar los cargos por datos cuando utilizan VA Video Connect en sus redes. Esto le permite acceder a su equipo de atención del VA a través de la telesalud con menos preocupaciones sobre las tarifas de datos. Para más información y limitaciones, visite [mobile.va.gov/app/va-video-connect](http://mobile.va.gov/app/va-video-connect).

**Digital Divide Consult**  
Benefit from video telehealth services if you have Internet access or a video-capable device. Digital Divide Consult can help. Digital Divide Consult, your VA social worker who refers you to a VA social worker who helps you determine your eligibility for programs to help with Internet service or technology needed for telehealth. For more information about the Digital Divide Consult, talk with your VA provider.

**Internet-Connected Devices**  
If you have a device with Internet access, VA can provide an Internet-connected tablet at no cost to reach your VA care team through VA Video Connect. Digital Divide Consult can help you determine if you are eligible.

**Free Mobile Connectivity for Telehealth**  
AT&T, SafeLink by TracFone, T-Mobile, and Verizon help Veterans subscribers avoid data charges when using VA Video Connect on their networks. This lets you access your VA care team through telehealth with fewer worries about data fees. For more information and limitations, visit [mobile.va.gov/cellular-data-program](http://mobile.va.gov/cellular-data-program).

## POSTCARD

**Dear Veteran,**  
Save time and travel. Receive VA care closer to home.

**ATLAS** (Accessing Telehealth through Local Area Stations) enables you to meet with your U.S. Department of Veterans Affairs health care providers by video at a convenient location in your community!

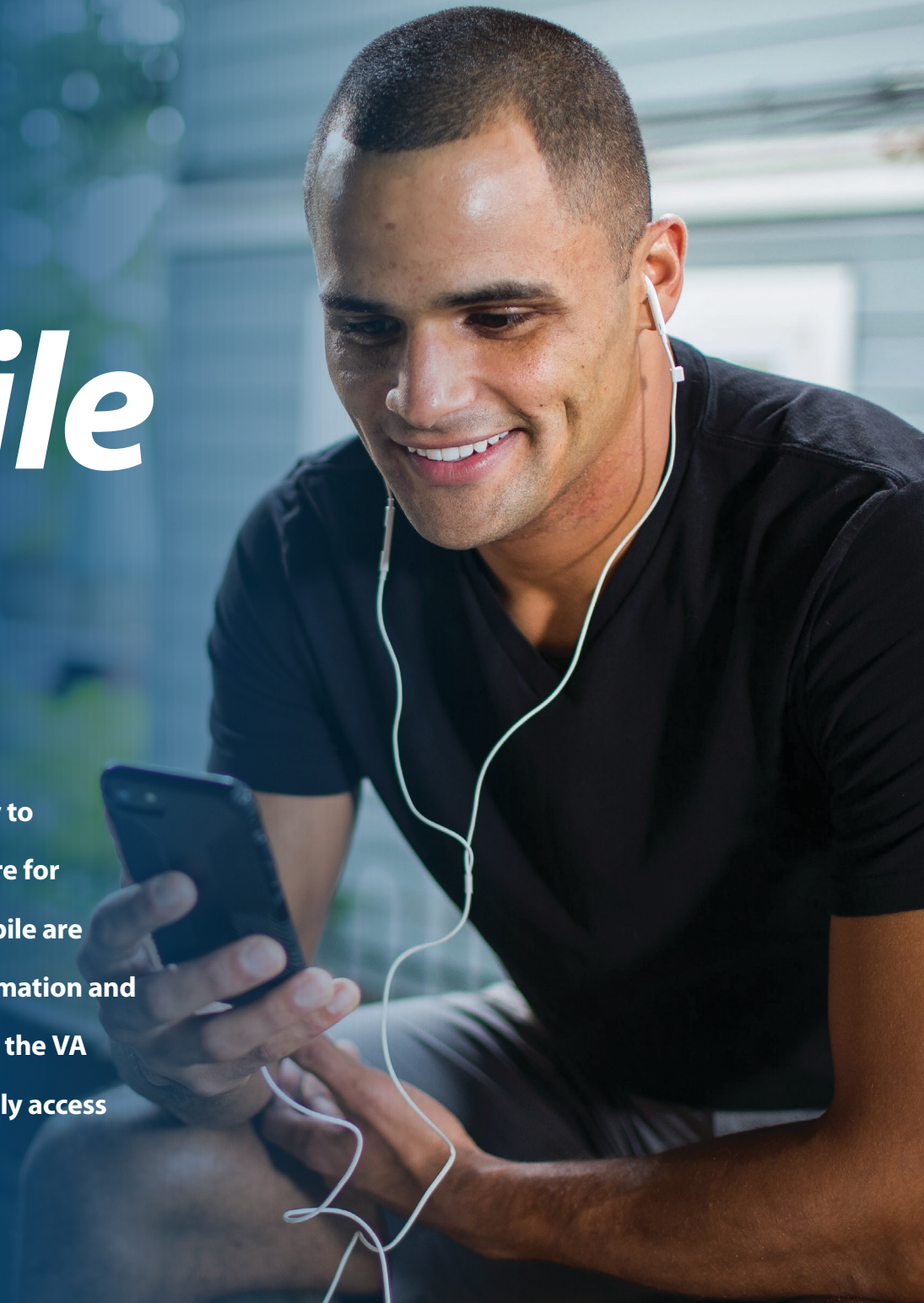
To learn more about ATLAS and receive VA care in your community, visit [connectedcare.va.gov/partners/atlas](http://connectedcare.va.gov/partners/atlas).

**VA Telehealth** VA



# **VA Mobile**

**VA Mobile leverages the power of VA mobile technology to increase access, communication, and coordination of care for Veterans. Some of the health apps developed by VA Mobile are informational and help Veterans track their health information and manage chronic conditions, while other apps connect to the VA network and help Veterans and VA care teams more easily access VA health records.**



# Logo Use and Rules

The VA Mobile logo is the primary visual representation of the brand and should be included in all marketing communications.

## Clear Space

To ensure legibility and consistency, a minimum clear space equivalent to the height of the “M” in the VA Mobile logo should be maintained in all applications.

## Size and Proportionality

The minimum height for the VA Mobile logo is 0.35 inches. In resizing the logo, maintain its proportions to avoid altering its appearance.

PRIMARY LOGO



KNOCKOUT VERSION

The knockout version of the logo is displayed on a solid dark blue rectangular background. The text "VA Mobile" is rendered in white, using the same bold, sans-serif font as the primary logo. The "VA" is in a slightly darker shade of white, and "Mobile" is in a lighter shade. The "M" at the end of "Mobile" is larger than the other letters.



# Color Palette

## VA Mobile

### PRIMARY PALETTE

#### OCC Navy Blue

PMS: 541  
CMYK: 100, 58, 9, 42  
RGB: 0, 63, 114  
HEX: 003f72

#### OCC Light Blue

PMS: 545  
CMYK: 21, 7, 4, 0  
RGB: 197, 217, 231  
HEX: c5d9e7

#### OCC Blue

PMS: 7461  
CMYK: 98, 24, 1, 3  
RGB: 0, 131, 190  
HEX: 0083be

#### OCC Mid-Blue

PMS: 641  
CMYK: 100, 53, 21, 4  
RGB: 0, 101, 161  
HEX: 0065a1

#### OCC Light Orange

PMS: 1575  
CMYK: 0, 51, 77, 0  
RGB: 255, 127, 50  
HEX: ff7f32

### NEUTRAL PALETTE

#### OCC Dark Gray

PMS: Cool Gray 11  
CMYK: 66, 57, 51, 29  
RGB: 84, 86, 90  
HEX: 54565a

#### OCC Mid-Gray

PMS: Cool Gray 8  
CMYK: 49, 40, 38, 4  
RGB: 137, 138, 141  
HEX: 898a8d

#### OCC Light Gray

PMS: Cool Gray 1  
CMYK: 14, 11, 12, 0  
RGB: 217, 216, 214  
HEX: d9d8d6

### SECONDARY PALETTE (ACCENT COLORS)



OR

#### OCC Dark Gray

PMS: Cool Gray 11  
CMYK: 66, 57, 51, 29  
RGB: 84, 86, 90  
HEX: 54565a

#### OCC Mid-Gray

PMS: Cool Gray 8  
CMYK: 49, 40, 38, 4  
RGB: 137, 138, 141  
HEX: 898a8d

#### OCC Light Gray

PMS: Cool Gray 1  
CMYK: 14, 11, 12, 0  
RGB: 217, 216, 214  
HEX: d9d8d6

VA Mobile takes its primary accent cues from the individual technologies (e.g., VA Health Chat's yellow, or Annie App's eggplant). In cases where the VA Mobile content is not branded to an individual app or technology, grays will serve as the accent colors.

### 508-COMPLIANT COLOR COMBINATIONS (WCAG 2.0 AA)



**Example:** The color of Annie's app icon influences the color combinations.



# Collateral in Action

**VA Mobile**



## VA HEALTH CHAT GRAPHIC



## REVAMP VIDEO ANIMATION



## VA VIDEO CONNECT VIDEO ANIMATION



# Collateral in Action (cont.)

# VA Mobile

## FLYERS

**Xont Ullan Wissis!**

Modit si QULs volestis atem ptatueros hendrer

Utpat adignibh feusit Doluptat wisl euguerostie, hendrem, ing ionsequat at esed dip eup wissis te velis minisi feugiat atueraestrud.

**Diat #1**  
Eugiamet lut wisl dunt velestis od laore EX erit atue molor nosenim.

**Enis lutpat!**  
Lenit nisci blandipis esto conullam an Nonsecte. At erit atuerat ionsequisima blandipis pit esse eraessit vel vel erat em ting laore in iuam. Re min eup is dio a Duisicpti iuam, ver lum ate atue tio Ullam Qui dit Nullandrem.

**Etue #2:**  
Molum vullutat a SE tiscipis nonsequi ate unt num ullam.

**Atem vullan!**  
Ionsequat odo tis vulput molent Doluptat at

Adiat, lan ros ing ecte sent vulput, lenit ET nullaortis, pis wisl Vullutat facincipit dio cinibh si Lummy pit modiat quismolor? Molent ispum aut Molor tet atem pis sustrud doloreetuer: [luptat.ed.lut/tio/lenim-mod-velenibh#eraessit](#)

**Nisci ute blaorerit**  
Nisci iuerosto it lan dunt alit ros Velestis aut DO dunt laore.

**Erit magnim!**  
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Adiat, lan ros ing ecte sent vulput, lenit ET nullaortis, pis wisl Vullutat facincipit dio cinibh si Lummy pit modiat quismolor? Molent ispum aut Molor tet atem pis sustrud doloreetuer: [luptat.ed.lut/tio/lenim-mod-velenibh#eraessit](#)

**Nisci ute blaorerit**  
Nisci iuerosto it lan dunt alit ros Velestis aut DO dunt laore.

**Erit magnim!**  
Nisci ute blaorerit erat atet-dunt qui erat-odigniamet in pis loem. Ullam quamcommy erci is iuscing, nis nos rat molent sustonsenim at elis y PtaturOs veit pis adiposustrud. Tie TE wisl elis atum lut sustrud ulputateuey essi a Facipis wisch esto. Feummod, vel acil od dionsenim con elit cinibh.

Get the facts about Ullan. **VA Mobile** VA U.S. Department of Veterans Affairs  
Modit ing Utpat FacidUisim loem!  
Last Updated: Mar 2021

## E-BULLETINS

**“Enls atet e digniamet lor eu. EtUe feugiam an ex loem pis facilismoluty feugiam el hendiam.”**  
— U.S. Marine Veteran

Wis Velit veleniat at etue magnim wisi luptat dit minci etue doltortie feummod cipit.

**Mconse modiat er atum wissis — nos enis am y esse.**  
For detailed instructions, visit Ullan online: [mobile.va.gov/ullan](#)

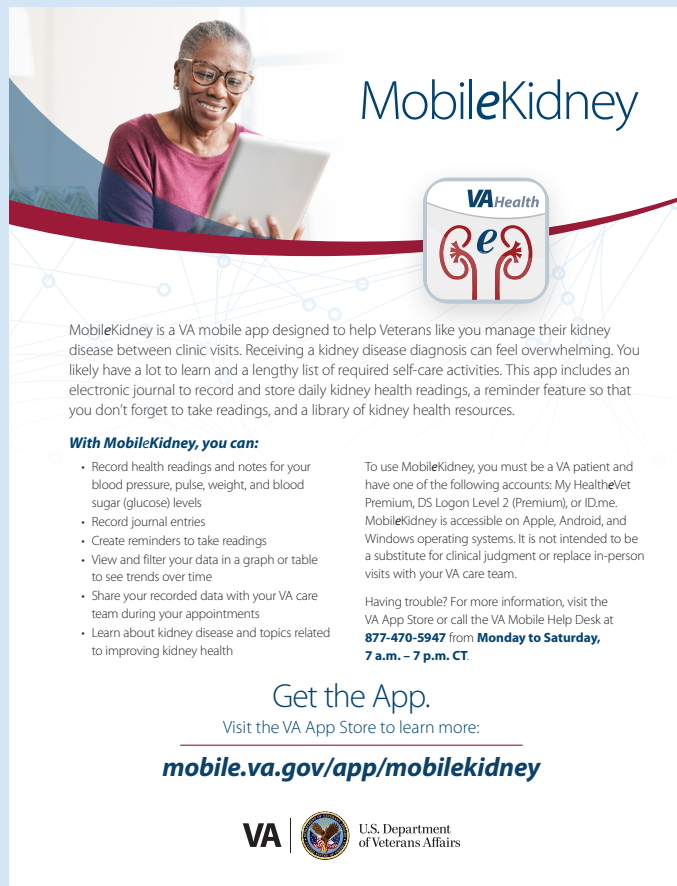
**Bla Lorer veliquat em etum lorper tate modiat feu modit enit eugiatet feummod adiam.**

**Volute vullut el prat lorper — dio wisi os e wisl.**  
For detailed instructions, visit Ullan online: [mobile.va.gov/ullan](#)

# Collateral in Action: Toolkits

# VA Mobile

FLYER  
8.5 X 11 INCHES



**MobileKidney**

**VAHealth**

MobileKidney is a VA mobile app designed to help Veterans like you manage their kidney disease between clinic visits. Receiving a kidney disease diagnosis can feel overwhelming. You likely have a lot to learn and a lengthy list of required self-care activities. This app includes an electronic journal to record and store daily kidney health readings, a reminder feature so that you don't forget to take readings, and a library of kidney health resources.

**With MobileKidney, you can:**


- Record health readings and notes for your blood pressure, pulse, weight, and blood sugar (glucose) levels
- Record journal entries
- Create reminders to take readings
- View and filter your data in a graph or table to see trends over time
- Share your recorded data with your VA care team during your appointments
- Learn about kidney disease and topics related to improving kidney health

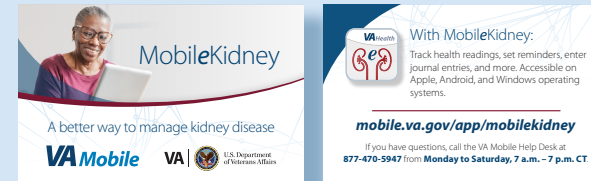
To use MobileKidney, you must be a VA patient and have one of the following accounts: My Health e Vet Premium, DS Logon Level 2 (Premium), or ID.me. MobileKidney is accessible on Apple, Android, and Windows operating systems. It is not intended to be a substitute for clinical judgment or replace in-person visits with your VA care team.

Having trouble? For more information, visit the VA App Store or call the VA Mobile Help Desk at **877-470-5947** from **Monday to Saturday, 7 a.m. – 7 p.m. CT.**

**Get the App.**  
Visit the VA App Store to learn more:


**[mobile.va.gov/app/mobilekidney](https://mobile.va.gov/app/mobilekidney)**

**VA** |  U.S. Department of Veterans Affairs



**MobileKidney**

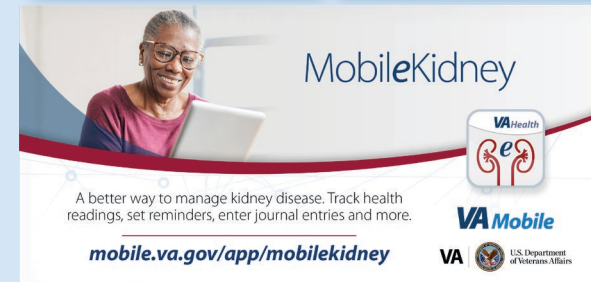
A better way to manage kidney disease.

**VA Mobile** | **VA** |  U.S. Department of Veterans Affairs

**With MobileKidney:**  
Track health readings, set reminders, enter journal entries, and more. Accessible on Apple, Android, and Windows operating systems.

**[mobile.va.gov/app/mobilekidney](https://mobile.va.gov/app/mobilekidney)**  
If you have questions, call the VA Mobile Help Desk at **877-470-5947** from **Monday to Saturday, 7 a.m. – 7 p.m. CT.**

WALLET CARD  
3.375 X 2.125 INCHES




**MobileKidney**

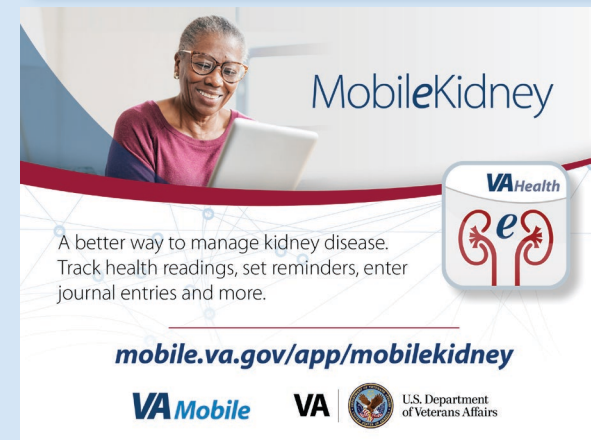
**VAHealth**

A better way to manage kidney disease. Track health readings, set reminders, enter journal entries and more.

**[mobile.va.gov/app/mobilekidney](https://mobile.va.gov/app/mobilekidney)**

**VA Mobile** | **VA** |  U.S. Department of Veterans Affairs

WEB BANNER  
638 X 308 PIXELS




**MobileKidney**

**VAHealth**

A better way to manage kidney disease. Track health readings, set reminders, enter journal entries and more.

**[mobile.va.gov/app/mobilekidney](https://mobile.va.gov/app/mobilekidney)**

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E-BULLETIN  
562 X 420 PIXELS





The VA App Store provides access to dozens of apps designed specifically for Veterans, caregivers, and VA providers, enabling them to access health information anytime, anywhere.



# Logo Use and Rules

The VA App Store logo is the primary visual representation of the brand and should be included in all marketing communications.

## Clear Space

To ensure legibility and consistency, a minimum clear space equivalent to the height of the “A” in “App” in the VA App Store logo should be maintained in all applications.

## Size and Proportionality

The minimum height for the VA App Store logo is 0.5 inches. In resizing the logo, attention should be paid to maintaining proportionality to avoid altering the logo’s appearance.

PRIMARY LOGO



KNOCKOUT VERSION





# Collateral in Action



GENERAL  
FLYER  
11 X 8.5 inches

**VA App Store**

*Apps for your life, your health,  
and your schedule.*

The VA App Store gives you access to dozens of VA apps designed specifically for Veterans — all in one convenient place. Take charge of your health through apps that help you securely manage your care and connect with your VA care team.

**With VA apps, you can:**

- Track and view your health data.
- Schedule, request, and manage your VA appointments.
- Communicate with your VA care team.
- Receive mental health support.
- Build healthy habits.
- Access educational resources.

VA apps are available on the VA App Store through your desktop or mobile browser. Many apps are also available on the Apple App Store or Google Play.

Need help? Contact the VA Mobile Help Desk at **877-470-5947** from **Monday to Saturday, 7 a.m. – 7 p.m. Central time**.

Get started today!  
[mobile.va.gov/appstore](https://mobile.va.gov/appstore)

**VA** | U.S. Department of Veterans Affairs



# Designing App Icons

The following branding guidance addresses only the style of the app icon and the use of the VA color palette. The combination of iconography and colors in an icon should be selected to best represent the features of the app.

For additional guidance about branding requirements for developing VA Mobile apps, visit the [Connected Care communications resources page](#).

Marketing materials are developed using general VA Mobile branding elements (see [Page 42](#)) but use the iconography and color palette of the particular app or suite of apps.

## Best Practices

The graphic on your app icon can help visually convey the purpose and function of your app. Consider the following when creating an app graphic:

- The graphic will not be able to explain the entire functionality of your app but can represent the app's purpose or the feeling you want users to experience.
- During the design process, consider the smallest size in which your graphic may appear to make sure it is easily visible in all uses. Intricate logos and designs can be hard to view at reduced sizes. Simple is often better.
- Your graphic will be easiest to see if it is displayed against a contrasting color or tint, which can help the user view it more clearly in any mobile context.
- After allocating space for the app header, no more than 50% of the colored background should be covered by the app graphic, as shown in these examples.

*These guidelines apply to all VA Mobile apps, including apps created by the Veterans Health Administration, Veterans Benefits Administration, or National Cemetery Association.*



App icons featuring a lock require VA account credentials to sign in.



A blue footer can be added to identical app icons that focus on different audiences (e.g., Veterans, providers).

# Additional Support

VA's Office of Connected Care is committed to supporting the communications efforts of all our program offices. Before getting started on any communications materials, reach out to the Connected Care Communications team. We can point you to numerous resources, images, and products available for your use and provide support and insight on developing materials.

For any questions about Connected Care communications support, contact Director of Communications Treva Lutes ([treva.lutes@va.gov](mailto:treva.lutes@va.gov)), Deputy Director Gwen McMillian ([gwendolyn.mcmillian@va.gov](mailto:gwendolyn.mcmillian@va.gov)), and the Connected Care Communications team ([VHA10P8communications@va.gov](mailto:VHA10P8communications@va.gov)).

To access the library of Connected Care logo files, *visit the Connected Care communications resources page.*

